

CARLING

FRANKENMUTH NEWS



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Three Newcomers Join 25-Year Group; Quarter-Century Veterans Now Total Ten



THREE NEW quarter-century veterans have increased membership in our Frankenmuth Carling 25-year organization to a total of 10 members. Presented handsome watches in recognition of their long service at a dinner at McNiven's Hotel on Friday, May 22nd, were Norman Baker, left, Walter Knieling, second from the right, and William Mayer, right. Making the presentations is Les Freidinger, Carling regional vice president and general manager of our Frankenmuth brewery. Other members of the 25-year group are Otto Frank, Sr., Clarence Reif, Clarence Rupprecht, Domenica Albera, Herbert Naegele, Wallace Baum, and Ernie Gauderer.

Why Go Miles To Fish? Bill Rauh Catches Huge Pike In River at Main Street Bridge

For most fishermen, a six-pound pike is ample reward for an expensive, time-consuming fishing expedition of many miles into Northern Michigan or Canada.

But Bill Rauh, Cellars, recently demonstrated that the fishing's just as good right here at home -- even when you fish from the bridge over the Cass River on the Main Street!

Angling there with his friend, Robert Matzke, Cellars, Bill caught four big pike -- three of which weighed three pounds, and the fourth of which weighed an impressive six and three-quarter pounds!

All of which proves you don't have to go to Canada to land the big ones!

What fishing gear did they use? Nothing elaborate -- minnows, a hook, and a simple line -- plus the confidence that just as the grass isn't always greener in another field, neither are the fish any bigger in another pond or river!



BILL RAUH, left, holds his 6 3/4 lb. pike as **Robert Matzke** displays three three-pounders.

Helmar Dollwet, Quality Control Chemist, Is Former U. of M. and German Track Star

Helmar Dollwet, who came to us recently from the Cleveland plant to assume duties as quality control chemist on the second shift, returns to a state in which he achieved considerable athletic fame as an undergraduate at the University of Michigan.

A 1958 graduate of the U of M, Helmar was one of the "Big Ten's" outstanding track stars, placing among the first three in the Big Ten mile and two mile championship runs and, in 1957, winning all his events in all dual, triangular, and quadrangular meets in which he participated.

Unfortunately, Helmar was afflicted with a stomach ulcer which prematurely ended his track career.

A native of Merzig, Saar Germany, Helmar holds the degree of brewery engineer from the Technische Hochschule (Institute for Technology) at Munich. He worked for four different breweries in Germany and France before coming to the United States on a University of Michigan athletic scholarship.

In Germany, he had established an enviable track reputation also, having won several regional, state and student championships in the 800 and 1500 meter runs. He represented the Saarland (at that time an autonomous state) in international competition.

Now married and the father of one child, Helmar joined Carling as a chemist for the Cleveland plant in August, 1958.

Robert W. Higgs Transfers To Frankenmuth As Administrative Assistant To G. F. Rieck

New administrative assistant to Regional Sales Manager G. F. Rieck is Robert W. "Bob" Higgs, who comes to us after several years in the Cleveland plant office.

Married and the father of two children, Bob will be responsible for the receipt and handling, between wholesaler and plant, of all orders and any inquiries concerning them, according to Mr. Rieck. Prior to joining Carling at Cleveland, Mr. Higgs spent two years in service, working at the Army Separation Center at Ft. Knox, Kentucky.

He is a graduate of Kent State University, Kent, Ohio, and presently has completed two-thirds of the requirements for his Master's Degree at Western Reserve University.



Mr. Dollwet



Mr. Higgs

PEOPLE IN THE NEWS

Richard Nuechterlein was one of 14 Lion Club secretaries recently honored for their services to the organization. Dick and the 13 other secretaries, selected from the 55 clubs comprising District 11-D, received leather billfolds bearing Lion insignia in recognition of their outstanding secretarial work for their clubs. Larry Winters, district governor for the Lions, made the presentations at an awards dinner held at the El Rancho, in Flint.

Three boys and a girl were welcomed this month by their proud and happy parents. Donna Jean Wescoat, 7 lbs., 12 ounces, was born to Mr. and Mrs. Theodore Wescoat on May 3rd. Kenneth Waiter, 9 lbs., 12 ounces, was welcomed May 13th by his parents, Mr. and Mrs. Harold Maurer, and Donald Dean Matthews, 7 lbs., 13 ounces, was born to his parents, Mr. and Mrs. Donald Matthews, on the same day.

Sincere condolences are extended to Al Nevieu on the passing of his mother, Mrs. Ozena Nevieu, of Reese, who died May 10th at 83 years of age. Surviving are six daughters and six sons.

May birthdays were celebrated by: Marvin Woods, 4th; Elmer Beyerlein, 5th; Robert Raquepaw, 8th; John Lehner, 9th; Lester Beneman, 9th; Robert Rose, 9th; Harold Matzke, 11th; Jack Weinmueller, 13th; David Stuart, 13th; Leo A. Rousseau, 20th; Jay Manchester, 21st; Jack Buchinger, 21st; Carmen Pappas, 22nd; Bela Bornemisza, 23rd; Glenn Harris, 26th; Norman Baker, 27th; Virginia Schroeder, 28th; and Max Erndt, 29th.

Looking ahead, "Happy Birthdays" will be celebrated in June by Roy Seiferlein, 1st; James Gruber, 1st; Henry Canfield, 2nd; Clarence Frank, 2nd; Raymond Loesel, 4th; Herbert Naegle, 4th; Norbert Matzke, 6th; Donald Matthews, 6th; Gary Schmitzer, 10th; Elmer Kolberg, 11th; Alfred Schmitzer, 15th; Carrol Nuechterlein, 18th; Arnold Scharrer, 20th; Wallace Baum, 22nd; Otto Frank, Jr., 23rd; Richard Johnson, 24th; Wilmer Brechtelsbauer, 25th; and Raymond Veitengruber, 29th.

Many happy returns!

A recent visitor to our plant was Mayor Charles Malone of South Rockwood, visiting in Frankenmuth on the annual Michigan "Mayor Exchange Day." In addition to touring our Carling brewery, Mayor Malone inspected the community's municipal facilities and also other industries.

Welcomed back to her job recently was Mrs. Frieda Cook, now recovered from a prolonged illness.

Best wishes for a speedy recovery are extended to Harry Eisner, now recuperating at St. Luke's Hospital.

Rightly proud of his new Oldsmobile "hardtop" is Herman Matzke, who made his first new car a good one.

Again doing their part this year to help further the cause of veterans' welfare are Wallace Riethmeier and Wallace Weiss, who are serving as co-chairmen of the American Legion's annual Poppy sale.

MAKE YOURS A SAFE VACATION

Vacation time now is with us, and in thinking of your vacation, make safety a part of your planning.

Have your car thoroughly checked before you start -- brakes, lights, wheels. Start off on the right foot, the "light" foot on the gas. Observe all signs along the road, and slow down when weather, road, visibility, and traffic conditions are hazardous.

If you go swimming, don't swim alone, too far out, or after dark. Know the depth, tide, and underwater obstacles. Don't let the heat "knock you cold." Take less sun and don't overdo things. Don't go in the water immediately after eating.

When you fish, don't snag yourself an injury. Watch your hooks, learn to cast, and watch out for others.

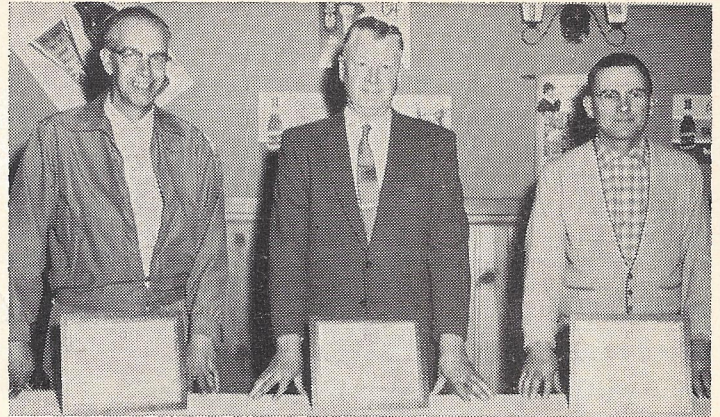
Select your boat carefully. When using it, don't stand in it, overload it, or indulge in horseplay. Stay ashore in bad weather, have life preservers at all times and, if the boat overturns, stay with it.

When it is time to return, don't rush. Allow enough time for the return trip -- slow down and get there!

Announce Safety Slogan

"Your Work Injury Can Hurt Your Whole Family" is the slogan you'll need to know to qualify for a prize in our current month's Safety Slogan Contest.

Three Supervisors Win Aetna Awards For Outstanding Safety Support In 1958



SPECIAL SAFETY awards of the Aetna Insurance Company recently were presented to three of our departmental supervisors for their outstanding safety supervision in their respective departments last year. Left to right, above, with their awards are Jack Price, Brewing, Edward Johnson, Bottling, and Leo A. Rousseau, Engineering.

Park Adjoining Carling Property Here Adds Charm and Beauty To Main Street

Familiar to all Frankenmuth visitors -- and to residents as well -- is the lovely little park-like area located on Main Street at Flint Street, between our Carling office and Zehnder's.

Keeping it fresh and attractive looking is the job of Paul Sheppard, of Birch Run, who is employed by the village. The numerous admiring comments of village visitors are tributes to the fine job Mr. Sheppard does.

Of special interest to visitors is the small sign erected at the north end of the park, which reviews briefly the history of the village. It states:

"Fifteen German immigrants from Franconia, Bavaria, led by the Rev. August Craemer, founded Frankenmuth in 1845. They were advised to settle here by the Rev. Frederick Schmid, Lutheran pastor of Ann Arbor's German Colony founded in the 1820's.

"Other German agricultural villages were founded in the Saginaw Valley in the 1840's and '50's. Here, as in many other areas of Michigan, German settlers have contributed greatly to the state's agricultural heritage."

The well-kept park contributes much to the attractiveness of the village, and the trustees of the community are to be commended for seeing that it remains well cared for.



PAUL SHEPPARD takes pride in seeing that the park area adjoining Carling property is attractively maintained at all times.